

# WFLA - Tampa

## Issue Inquiry Form

To: Station Political File  
cc: Station Political Specialist

Date: 5/30/2012

Account Executive: Matt Oestreich Office: WFLA  
Name of Issue: Vote NO on 6  
City, Station Municipality: \_\_\_\_\_

Inquiry Made By: Chris Vail  
Agency / Organization: Media Strategies and Research  
Address: 11350 Random Hill Rd. Fairfax, VA 22030

Telephone: (703) 877-2000 Fax: (303) 764-9956

Issue Advertiser: Vote NO on 6  
Address: \_\_\_\_\_

Telephone: 561-472-9940 Fax: \_\_\_\_\_

Committee Members...  
Treasurer: Barbara Zdravecky Other: \_\_\_\_\_  
Commercial Lengtb: \_\_\_\_\_ Other: \_\_\_\_\_

Programs / Dayparts Requested: All

Station Offer: Same

Station Political Disclosure Statement:  
Submitted to: Chris Vail Date: 5/30/12  
Stations Requested: WFLA



# Station Order Revised

## FL Vote No on 6 Committee

**Market:** Tampa-St. Petersburg

**Estimate ID**
**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

**11594**
**Contact:** Matt Oestreich

**Phone:** 813-221-5742

**Email:** moestreich@wfla.com

**Fax:** 813-275-8835

**Direct:** 813-314-5462

### WFLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WFLA 5a News 5:00 AM 5:30 AM	EM	M-F 30	\$300.00 <b>\$900.00</b>			1					1	1	3
WFLA 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$450.00 <b>\$900.00</b>	1								1	2
WFLA 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$1,000.00 <b>\$7,000.00</b>	1	1	1	1	1			1	1	7
Today Show 7:00 AM 9:00 AM	EM	M-F 30	\$1,200.00 <b>\$8,400.00</b>	1	1	1	1	1			1	1	7
Saturday Today 7:00 AM 9:00 AM	EM	Sa 30	\$650.00 <b>\$650.00</b>						1				1
Sunday Today 8:00 AM 9:00 AM	EM	Su 30	\$650.00 <b>\$650.00</b>							1			1
Today II 9:00 AM 10:00 AM	DT	M-F 30	\$900.00 <b>\$3,600.00</b>		1		1	1			1		4
The Doctors 3:00 PM 4:00 PM	EF	M-F 30	\$450.00 <b>\$2,700.00</b>	1	1	1	1	1			1		6
Dr. Oz 4:00 PM 5:00 PM	EF	M-F 30	\$725.00 <b>\$4,350.00</b>	1	1	1	1	1			1		6
WFLA 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$1,250.00 <b>\$3,750.00</b>	1		1		1					3
WFLA 5:30p News 5:30 PM 6:00 PM	EN	M-F 30	\$1,250.00 <b>\$7,500.00</b>	1	1	1	1	1			1		6
WFLA 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$2,000.00 <b>\$12,000.00</b>	1	1	1	1	1			1		6

Chris Vail

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/9/2012 3:38:09 PM

WFLA-TV

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ChrisV@mediastategies.com



# Station Order Revised FL Vote No on 6 Committee

**Market:** Tampa-St. Petersburg

Estimate ID

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

11594

**Contact:** Matt Oestreich

**Phone:** 813-221-5742

**Email:** moestreich@wfla.com

**Fax:** 813-275-8835

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## WFLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WFLA 7p News 7:00 PM 7:30 PM	EN	M-F 30	\$1,300.00 \$7,800.00	1	1	1	1	1			1		6
Ent Tonight 7:30 PM 8:00 PM	PA	M-F 30	\$1,300.00 \$7,800.00	1	1	1	1	1			1		6
The Voice 8:00 PM 10:00 PM	PT	M 30	\$14,000.00 \$28,000.00	1							1		2
Parenthood 10:00 PM 11:00 PM	PT	Tu 30	\$4,000.00 \$4,000.00		1								1
Law & Order SVU 9:00 PM 10:00 PM	PT	W 30	\$4,500.00 \$4,500.00			1							1
Office/Parks 9:00 PM 10:00 PM	PT	Th 30	\$6,000.00 \$6,000.00				1						1
Dateline 10:00 PM 11:00 PM	PT	F 30	\$6,500.00 \$6,500.00					1					1
WFLA 11p News 11:00 PM 11:35 PM	LN	M-F 30	\$1,700.00 \$10,200.00	1	1	1	1	1			1		6
Saturday 11p News 11:00 PM 11:35 PM	LN	Sa 30	\$1,700.00 \$1,700.00						1				1
Sunday 11p News 11:00 PM 11:35 PM	LN	Su 30	\$1,700.00 \$1,700.00										1
Tonight Show 11:35 PM 12:37 AM	LF	M-F 30	\$675.00 \$4,050.00	1	1	1	1	1			1		6
<b>Station Gross Totals</b>			<b>\$134,650.00</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>2</b>	<b>2</b>	<b>13</b>	<b>4</b>	<b>84</b>

① 1135p-12m due NFL

Chris Vail

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WFLA-TV

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ChrisV@mediastategies.com

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax VA 22030

Vote No On 6/ Issue  
Submission Number 128 Issue 1



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	134650	Campaign Ref:	JM112081501
Buyer:	...	Client/Product/Estimate:	././11594	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Vote No On 6/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots	1	1	300
2	M-F 5a News MT....	01	300	30 Comme	Nbr of Spots	2	2	600
3	M-F 530a News M.....	02	450	30 Comme	Nbr of Spots	1	1	450
4	M-F 530a News .T.....	02	450	30 Comme	Nbr of Spots	1	1	450
5	M-F 6a News MTWTF..	02	1000	30 Comme	Nbr of Spots	5	5	5000
6	M-F 6a News MT....	02	1000	30 Comme	Nbr of Spots	2	2	2000
7	M-F 7a Today Show MTWTF..	02	1200	30 Comme	Nbr of Spots	5	5	6000
8	M-F 7a Today Show MT....	02	1200	30 Comme	Nbr of Spots	2	2	2400
9	Sat 7a Today Show	02	650	30 Comme	Nbr of Spots	1	1	650
Weekly Totals: Total Spots(Ord Spots)					67	17	84	

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax VA 22030

Vote No On 6/ Issue  
Submission Number 128 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Vote No On 6/ Issue  
Buyer: ..  
Schedule Dates: 10/29/12 to 11/11/12  
Est./PO Number:  
Associated Copies: No

Submission Cost: 134650  
Client/Product/Estimate: . / . / 11594  
Weeks: 2  
Contract type: Political

Campaign Ref: JM112081501  
Sales Rep: WFLA Political  
Order Ref:  
Business Type: POLITICAL  
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	Sun 8a Today Show .....S	02	650	30 Comme	Nbr of Spots	1	1	650
11	M-F 9a Today Show II .T.TF..	02	900	30 Comme	Nbr of Spots	3	3	2700
12	M-F 9a Today Show II M.....	02	900	30 Comme	Nbr of Spots	1	1	900
13	M-F 3p Doctors MTWTF..	03	450	30 Comme	Nbr of Spots	5	5	2250
14	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	450
15	M-F 4p Dr Oz MTWTF..	03	725	30 Comme	Nbr of Spots	5	5	3625
16	M-F 4p Dr Oz M.....	03	725	30 Comme	Nbr of Spots	1	1	725
17	M-F 5p News M.W.F..	02	1250	30 Comme	Nbr of Spots	3	3	3750
18	M-F 530p News MTWTF..	02	1250	30 Comme	Nbr of Spots	5	5	6250
19	M-F 530p News M.....	02	1250	30 Comme	Nbr of Spots	1	1	1250
20	M-F 6p News	02	2000	30	Nbr of Spots	5	5	10000
Weekly Totals: Total Spots(Ord Spots)					67	17	84	

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Submission Number 128 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	134650	Campaign Ref:	JM112081501
Buyer:	..	Client/Product/Estimate:	.. / 11594	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
21	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
22	M-F 7p News MTWTF..	02	1300	30 Comme	Nbr of Spots	5	5	6500
23	M-F 7p News M.....	02	1300	30 Comme	Nbr of Spots	1	1	1300
24	M-F 730p Entertainment Tonight MTWTF..	02	1300	30 Comme	Nbr of Spots	5	5	6500
25	M-F 730p Entertainment Tonight M.....	02	1300	30 Comme	Nbr of Spots	1	1	1300
26	Mon 8-10p ET / 7-9p CT Voice M.....	02	14000	30 Comme	Nbr of Spots	1	2	28000
27	Tue 10p ET / 9p CT Parenthood ..T....	03	4000	30 Comme	Nbr of Spots	1	1	4000
28	Wed 9p ET / 8p CT Law & Order SVU ..W....	02	4500	30 Comme	Nbr of Spots	1	1	4500
29	Thu 9p ET / 8p CT Office ...T...	02	6000	30 Comme	Nbr of Spots	1	1	6000
30	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	02	6500	30 Comme	Nbr of Spots	1	1	6500
31	M-Su 11p News	02	1700	30	Nbr of Spots	6	6	10200
Weekly Totals: Total Spots(Ord Spots)					67	17	84	

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Submission Number 128 Issue 1



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Original

<b>Client:</b>	Vote No On 6/ Issue	<b>Submission Cost:</b>	134650	<b>Campaign Ref:</b>	JM112081501
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	/ / 11594	<b>Sales Rep:</b>	WFLA Political
<b>Schedule Dates:</b>	10/29/12 to 11/11/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	
<b>Est/PO Number:</b>		<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
32	M-Su Late News Late Run .....S	02	1700	30 Comme	Nbr of Spots	1	1	1700
33	M-Su 11p News M.....	02	1700	30 Comme	Nbr of Spots	1	1	1700
34	M-F 1135p ET / 1035p CT Tonight MTWTF..	03	675	30 Comme	Nbr of Spots	5	5	3375
35	M-F 1135p ET / 1035p CT Tonight M.....	03	675	30 Comme	Nbr of Spots	1	1	675
<b>Weekly Totals: Total Spots (Ord Spots)</b>					67	17	84	

Grand Totals				Month 11 Weeks: 4			
		10/29	11/05			10/29	11/05
Spots		84	67	Totals		84	17
Cost		134650	104900			134650	29750

Grand Totals:

Spots:	84
Gross Total:	134,650.00
Commission:	20,197.50
Net Total:	114,452.50